



2011 THCA AWARDS

Category: *PUBLIC INFORMATION & EDUCATION (PIE) AWARDS*

THCA presents awards to member facilities for outstanding efforts in **Media Relations** and **Community Education**. The PIE awards will be presented during the THCA Annual Convention and Trade Show, November 7-10, 2011.

If you are aware of a THCA member facility that has excelled in one of the following categories, please send your nomination to THCA by September 16, 2011.

Media Relations

To show outstanding efforts in this category, please submit at least one positive article (from August 2010 - August, 2011) that meets one or more of the following criteria:

- Creativity of coverage – turning a non-event into a story
- Difficulty of coverage – turning a potentially negative event into a positive story
- Consistency – frequency of positive coverage

A statement of 100 words or less must be submitted with the article(s) to explain how the facility has met the above criteria through their work with the local media.

Community Education

This category focuses on efforts to educate the local community on long term care issues. This can be accomplished through either an event—town hall meeting, seminar, community forum, etc.—or an ongoing outreach program.

To enter this category, the event or program must have occurred after August, 2010. Please send a statement of 200 words or less describing the goals of the event or program, how the facility met those goals, how the community responded, and how the facility and residents have benefited. Also include any literature from the event or program, i.e. brochures, invitations, agenda, video, etc.

Method of Nomination

A facility can be nominated through self-nomination (by any member of the facility staff), THCA business members, other facilities, local ombudsmen or Area Agencies on Aging staff, or by a local media person.

Nomination packet should include:

- Completed Nomination Form (on reverse side);
- Supporting Materials (as described for the category).

NOTE: INCLUDE ONE COPY OF ENTIRE NOMINATION PACKET ALONG WITH THE ORIGINAL.

SUBMIT NOMINATIONS TO:

(Mailing Address)
**Texas Health Care Association
P. O. Box 4554
Austin, TX 78765**

(Street Address)
**Texas Health Care Association
4214 Medical Parkway, Ste. 300
Austin, TX 78756**

ON OR BEFORE SEPTEMBER 16, 2011

NOMINATION FORM

2011 THCA Public Information & Education (PIE) Awards

Award Category <i>(select one)</i>	<input type="checkbox"/> Media Relations <input type="checkbox"/> Community Education
ABOUT THE FACILITY:	
Name of Facility	
Address	
Phone	
ABOUT THE PERSON PROVIDING NOMINATION:	
Name	
Title	
Facility or Company Name (if different then facility being nominated)	
Phone Number	
E-Mail	

Attached Nomination Statement and supporting materials and submit on or before September 16, 2011 to:
(Mailing Address)

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P. O. Box 4554
Austin, TX 78765**

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